

## Contact

### Phone

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### E-mail

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[www.linkedin.com/in/kennyalvarez](http://www.linkedin.com/in/kennyalvarez)  
(LinkedIn)

[kennyalvarez.github.io](http://kennyalvarez.github.io) (Portfolio)

## Top Skills

Test Planning/Manual Testing  
Product/Project management  
User Experience Design  
Digital Analytics  
Agile Methodologies

## Languages

English (Native or Bilingual)  
Spanish (Native or Bilingual)

## Certifications

HTML, CSS, and JavaScript for  
Web Developers

CompTIA A+ Technician

Microsoft Certified  
Professional (MCP)

Advanced Google Analytics

Data Visualization with  
Advanced Excel

# Kenny Alvarez

**Lead QA Engineer • Senior Analyst • User Experience Designer**

## Summary

UX Design, Digital Analytics and Data Quality Assurance Leader with over **ten years** of established experience launching software products and end-to-end project delivery. Specializing in the development of technical QA documents, data diagrams and high-fidelity UI wireframes using tools like Lucidchart, Visio, Sketch and Photoshop.

- **7+** years of digital analytics, web marketing and development expertise
- **5+** years of QA experience working in Agile Scrum Development environments with ALM tools like Jira and Team Foundation Server
- **3+** years of Quality Assurance leadership experience
- JavaScript, HTML, CSS, Bootstrap Responsive framework coding expertise.
- Experience with Adobe Analytics, Adobe Launch, and Adobe SDK testing
- Selenium expertise and writing new scripts in Java
- Experience writing/editing SQL queries to validate test data
- A TECHIE with a strong passion for learning and proven ability to collaborate with cross-functional teams and stakeholders to deliver on project goals

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## Experience

Royal Caribbean Cruises Ltd., (Miami, FL)

### QA Engineer, (Adobe Analytics)

April 2019 – April 2020 (1 year)

- Led manual QA regression tests planning, new process development and implementation guidelines in Zephyr Jira for analytics testing.
- Defined QA project deliverables managed, created test cycles and dashboards in Jira.
- Developed/Executed end-to-end Android/iOS Adobe Analytics Mobile SDK implementation and web services testing using Proxy tool for traffic monitoring.
- Executed Mobile app API notifications testing using Postman.
- Participated in daily scrum meetings, provided updates and delivered on project priorities.
- Designed new high-fidelity QA user flow diagrams and UX wireframes using Lucidchart and Sketch.
- **Software/Tools Used:** Jira, Zephyr, IntelliJ, Selenium, Android Studio, VMs, AWS, Charles Proxy, Postman, Tealium DTM Debugger, DBeaver, Photoshop, Sketch, Visio, Lucidchart.

ASI, (Miami, FL)

### Software QA Engineer, (Data/IT Testing)

February 2018 – April 2019 (1 year 3 months)

- Performed database schema and integration testing on critical business applications/systems.
- Developed company intranet, enhanced digital document access, contract management process.
- Created joint table, data dashboard for improved inventory tracking.

- Developed new product specifications documents and process flows.
- **Software/Tools Used:** SharePoint, Visio, SQL Server Management Studio, Excel, Power BI, Adobe Acrobat Pro, Photoshop

Spirit Airlines, (Miramar, FL)

### **QA Test Engineer, (Web Automation)**

August 2017 – February 2018 (7 months)

- Led QA team efforts for new responsive web app UI design and implementation testing.
- Created new user stories and test scenarios for expanded test coverage.
- Executed automated tests on different browsers from UFT and supported building new scripts with Selenium WebDriver.
- Wrote/Edited SQL queries and performed data validation and API testing.
- **Software/Tools Used:** TFS, HP Quality Center, UFT, QTP, Selenium WebDriver, Java Eclipse, SoapUI, DBever

Office Depot, (Boca Raton, FL)

### **Senior Analyst, (Web Category Manager)**

April 2014 – January 2017 (2 years 10 months)

- Worked with cross-functional teams and various stakeholders, including analytics, design/user experience and technical/engineering to create co-branded micro-sites, product pages and targeted marketing campaigns.
- Integrated custom Google Analytics tags using Google Tag Manager to track conversion metrics and campaign success.
- Reviewed overall site and individual product page content, HTML/XML schema elements and SEO keyword relevancy to ensure consistency.
- **Software/Tools Used:** IBM Cognos, Excel, SQL, Google Analytics, GTM, Jira

Systemax Inc, (Miami, FL)

### **Product Manager**

March 2011 – April 2014 (3 years 2 months)

- Developed product launch plans/forecasts in collaboration with vendor partners.
- Designed digital/print advertising promotions and inventory sell-thru strategy.
- Delivered business category growth plans, market analysis, KPI reports and presentations for executive leadership.
- **Software/Tools Used:** MS Visual Studio IDE, Excel, OLAP Cube, Jira

TigerDirect Business, (Miami, FL)

### **Software Product Champion, (Enterprise Marketing)**

February 2008 – March 2011 (3 years 2 months)

- Championed several enterprise software product launches with over \$18 million in sustained annual sales growth.
- Developed Web/B2B channel marketing content, HTML e-mails, product copy.
- Developed great relationships with software vendor partners resulting increased marketing spend and increased sales.

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## **Education**

**Florida International University** | Bachelor of Business Administration (2019)

**Florida National University** | A.S. Computer Information Technology (2010)